

Raymond S. Hartman, Ph.D. CONFIDENTIAL
Boston, MA

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<p style="text-align: right;">1102</p> <p>1 Q. Now, you had missing data for BMS, 2 correct? 3 A. There were as I recall, missing data from 4 all Defendants, and we had to deal with that in -- 5 in the ways that we felt were most reflective of the 6 patterns we were seeing, and let's see where I 7 discuss that. (Witness reviews document.) Okay. 8 Yeah, okay. I have that now. It's at -- the 9 discussion of the treatment of missing data that 10 appears on Page 3 of Appendix A-6, so. 11 Q. So, let's take Vepesid, for example, how 12 did you account for the missing data for Vepesid? 13 A. Well, what we -- the general practices 14 were as follows: We often had data missing at the - 15 - the front part, the early part of the period or 16 for 2003/2004 or just for 2004. And for those -- 17 for those early or later periods, we could observe 18 some trend line that either seemed to be a trend or 19 was -- was a random set of -- it was -- the damages 20 were going up, going down, reflected the summation 21 of all the measures year by year, and via 22 inspection, we didn't do any formal econometric</p>	<p style="text-align: right;">1104</p> <p>1 that was a decline through 1993. We had 1993 data 2 that reflected the information we had, and we said, 3 look, rather than putting above it, we could have 4 maybe taken an average over five years, as a 5 sensitivity analysis. I thought that there was a 6 trend downward, and so, I wasn't going to make it 7 higher than that. 8 If it had gone down and essentially stayed 9 at 300,000, I may have come to a different decision, 10 but I saw it bouncing back up. 11 Q. Do you know when Vepesid lost its 12 exclusivity? 13 A. I have that listed somewhere, but I don't 14 -- but I'm sure you're going to tell me right now. 15 When was it? 16 Q. 1993. Assuming Vepesid was a sole-source 17 drug in '91 and '92, and it did not face therapeutic 18 competition, don't you think your method of 19 allocating damages from 1993 to 1991 and '92 is 20 inappropriate? 21 A. Let me help understand that a little bit 22 further. When in 1993 did it lose its exclusivity?</p>
<p style="text-align: right;">1103</p> <p>1 modeling, if -- if it appeared that there were 2 trends over a period of time, we estimated a trend 3 line, because it seemed to fit better -- fit the 4 data. And if they were bouncing around or flat, we 5 just took a simple average over a period of time. 6 Q. So, what did you do for Vepesid? 7 A. For Vepesid, '91, '92 were set equal to 8 the damages for '93. So -- so for Vepesid -- 9 Vepesid (Witness reviews document.) So, what we saw 10 -- well, what it says there is we took '91 and '92, 11 we looked at '93, the -- Medicare damages are set 12 equal -- oh, this is 2003. (Witness reviews 13 document.) 14 So, looking at Vepesid, I looked there and 15 I see that in '93 we have damages of 722,000. I see 16 in '94 they drop down to 380 -- 382. I see them 17 going up to about -- to 495, 496, 500,000. Then I 18 see them going up to 600,000. So, I'm seeing a -- a 19 bit of a nonlinearity here. This could have -- I 20 couldn't tell from this whether the damages were 21 coming down from an earlier period and then they 22 were going back up, where it was on a trend line</p>	<p style="text-align: right;">1105</p> <p>1 Q. I can't tell you the precise date. 2 A. Okay. Well, that would matter in the 3 decision. Secondly, if the loss of exclusivity -- 4 what we've -- what we've found is that -- that 5 spreads usually increase with the loss of 6 exclusivity. And so, that's when there's going to 7 be -- when there's other competition that there's 8 going to be -- when you see the spreads going up. If 9 you look at Zofran and Kytril, those examples, 10 Taxol, so there's -- 11 Q. I'm telling you there wasn't competition 12 in '91 and '92. 13 A. I know, and what I'm saying is when 14 there's not competition, that's when there's no need 15 to have very large spreads. So what I'm saying is 16 that if you're telling me the competition 17 disappeared, that it came on -- there was no 18 competition in '91 and '92, then -- then you're 19 right. Those are -- those are high. 20 The -- but the -- but let me step back for 21 a second here, because if there was competition in 22 '94, '95 I would -- you'd need to do more analysis,</p>

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<p style="text-align: right;">1106</p> <p>1 because I'm seeing with the spreads going up, then 2 I'm seeing them going down again. The -- if -- if 3 BMS -- we -- we did the best we could with the 4 analyses that we could apply here with the data we 5 received. If BMS would give us that data, we could 6 estimate this precisely. And we can do -- we could 7 do sensitivity analysis of whether an average might 8 be a better number, but given that there's 9 competition in '94, as you say, and it's only 10 382,000, and then it's going up to 500,000 and 11 600,000, there are other things going on here, and 12 we had to do things arbitrary when we weren't given 13 the data by Defendants. I'd be glad to correct that 14 if you could provide the data to us. 15 Q. At your last deposition we talked about 16 the financial arrangements between you and 17 Plaintiffs' counsel for this case. Have those 18 arrangements changed in any way? 19 A. No. 20 Q. How much have you been paid by Plaintiffs 21 to date? 22 A. I'd -- I'd have to look to the invoices. I</p>	<p style="text-align: right;">1108</p> <p>1 MR. EDWARDS: Okay. Sure. 2 VIDEO OPERATOR: The time is 3:35. This 3 is the end of Cassette 3. We are off the record. 4 (Short recess taken.) 5 VIDEO OPERATOR: The time is 3:50. This 6 is the beginning of Cassette 4 in the deposition of 7 Raymond Hartman. We are on the record. 8 9 FURTHER EXAMINATION BY MR. FLYNN: 10 Q. Afternoon, Doctor Hartman. New face. 11 Michael Flynn -- 12 A. Good afternoon, Mr. Flynn. 13 Q. -- from Davis Polk representing Astra 14 Zeneca in this matter. Could you pull out the 15 attachments to your supplemental declaration, which 16 is Exhibit Hartman 024, and Attachment A, the Astra 17 Zeneca-related attachments. Do you have Page 1-A in 18 front of you? 19 A. I do have Page A-1. I have Attachment A- 20 1. 21 Q. Right. The first page of that attachment? 22 A. Right, I have it.</p>
<p style="text-align: right;">1107</p> <p>1 just -- I don't keep track of that, and I probably 2 should have brought the -- the invoices. 3 Q. How much have you billed Plaintiffs to 4 date? 5 A. Well, the same answer. 6 Q. Have all of your bills been paid? 7 A. I think most -- 8 MR. NOTARGIACOMO: Think very carefully 9 when you answer that one. I'm sorry. 10 A. I think we're close. I mean, as far as 11 clients go. 12 MR. EDWARDS: Okay. I'm going to yield 13 the chair at this time to one of my co-counsel. 14 MR. NOTARGIACOMO: We've been going about 15 a little over an hour and a half. I think it makes 16 sense to take a five-minute break while we switch 17 off. 18 MR. EDWARDS: I'm sorry. I'm frankly a 19 little deaf. I didn't hear you. 20 MR. NOTARGIACOMO: I think we've been 21 going about an hour and a half. I think it makes 22 sense to take a short break before we switch off.</p>	<p style="text-align: right;">1109</p> <p>1 Q. Can you confirm for the court, Doctor, 2 that with respect to Class 3 you assign no liability 3 and no damages for Pulmicort respules? 4 A. For Subclass 3, there are -- there is -- 5 there are no damages and so that my -- that would 6 indicate to me, absent a calculation error, that 7 there was -- yeah, there were no damages or 8 liability under -- for those drugs in that context. 9 Q. With respect to Classes 1 and 2, the first 10 page of Attachment 1 shows that you assign damages 11 for Pulmicort respules beginning in the year 2000, 12 do you see that? 13 A. I do. 14 Q. Can you tell me why you started with the 15 year 2000? 16 A. Well, I would have to -- I think the best 17 bet for me to -- these are summaries that I had my 18 staff do, and I would have to go and look at the 19 specific calculations underlying those -- those 20 results, and I am seeing in -- in so -- all of 21 Attachment A-1, sub little A through whatever the 22 ultimate letter is deals with AZ drugs, and these</p>

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<p style="text-align: right;">1110</p> <p>1 are showing that -- these are actually damages. Let 2 me actually -- just to make sure. What I'm 3 interested in is the spreads and whether the drug 4 had actually -- when it had launched, and I'm 5 turning to my -- this December 15th report to be 6 able to ascertain that.</p> <p>7 Q. If you can just identify for the record 8 what you're referring to when you get there, that 9 will be helpful.</p> <p>10 A. I most certainly will do so. (Witness 11 reviews document.) Okay. I am looking in my 12 December 15th, 2005 declaration, Attachment G and G- 13 1 is Astra Zeneca, and so, what I'm seeing here is 14 essentially that Pulmicort respules appear in our 15 data, and I have to assume that they launched in 16 2000, because I have annual average sale prices at 17 that point. I'm assuming we weren't missing any 18 data, because I haven't seen it mentioned or any 19 kind of approximation thereof. The AWP's associated 20 with those drugs are found in G-1-B for the 21 Pulmicort respules, and then the spreads are found 22 in G-1-C of that report.</p>	<p style="text-align: right;">1112</p> <p>1 either NDC of Pulmicort respules, is that correct? 2 A. Given the threshold of liability and that 3 yardstick in that December report, that's correct. 4 Q. And if you turn to Attachment J-1 in that 5 same report -- 6 A. Right. 7 Q. -- if you look for each Subclass, Class 1, 8 Class 2, and Class 3, I'm correct, am I not, Doctor, 9 that you find no damages for Pulmicort respules at 10 all in your analysis? 11 A. Relative to that -- that yardstick for 12 liability, that's correct. 13 Q. Now, let's return, Doctor, to the 14 attachments to your supplemental report, Exhibit 15 Hartman 024, if we could. And having -- having 16 looked at the materials you wanted to reference, 17 I'll reiterate my question. Why is it that you 18 started assigning damages to Pulmicort respules in 19 your supplemental report beginning in the year 2000? 20 A. As I discuss in the -- the first paragraph 21 or two of the supplemental declaration, I was asked 22 by counsel that I was not -- I was going to</p>
<p style="text-align: right;">1111</p> <p>1 Q. And so in G -- in G-1-C, which you are 2 looking at now, you show spreads for Pulmicort 3 respules beginning in 2000 of 21.61 percent; 2001, 4 20.92 percent; 2002, 26.98 percent; 2003, 25.31 5 percent; and 2004, 24.71 percent for the first NDC 6 mentioned for Pulmicort respules, right?</p> <p>7 A. That's correct.</p> <p>8 Q. And then right below that, I won't have to 9 repeat them, are the spreads you have calculated for 10 the next NDC for Pulmicort respules, is that right?</p> <p>11 A. That's correct.</p> <p>12 Q. Okay. If you -- if you turn, Doctor, a 13 couple of pages in in your -- in your December 15th 14 report in the attachments, just to clarify for the 15 record, if you go to Attachment -- I guess it's I.1 16 where you have Xs in the boxes where the drug is 17 subject to liability or not.</p> <p>18 A. Right. I have done so.</p> <p>19 Q. And in your first report on liability and 20 damages, the December 15th report, Exhibit Hartman 21 023, I take it that this attachment reflects the 22 fact that you found no liability with respect to</p>	<p style="text-align: right;">1113</p> <p>1 calculate these damages subject to an interpretation 2 of Medicare that didn't take account of that -- the 3 yardstick spread of the -- the drug inflation and 4 just look at the -- the wording of the statute.</p> <p>5 So, these do not take account of -- they 6 do not net out the -- well, they don't take account 7 of the fact that the spreads were below the 30 8 percent. These are the damages implied by the fact 9 that the spreads were not -- that the AWP was in 10 excess of the ASP.</p> <p>11 Q. Other than your minimal threshold of 12 liability, the 30 percent yardstick, is there any 13 other assumption in forming your decision to start 14 assigning damages to Pulmicort respules in the year 15 2000?</p> <p>16 A. Conditional on the assumption that we 17 received a lot of this data and we processed it 18 quickly, and that this is the -- the summary of the 19 correct data, that I would say that that's right.</p> <p>20 Q. So, no other assumptions.</p> <p>21 A. No other assumptions.</p> <p>22 Q. Do you assume for damages for Class 1 and</p>

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<p style="text-align: right;">1114</p> <p>1 Class 2 in your supplemental report for Pulmicort 2 respules that Pulmicort was being reimbursed through 3 Medicare Part B? 4 A. These are the sales -- the unit sales that 5 were attributable to -- to Medicare, as calculated 6 in the same methods -- using the same methods as 7 discussed in the December 15th declaration. So, the 8 units -- it's assuming the same units would have 9 been prescribed and reimbursed. 10 Q. So, so I'm clear, the answer to the 11 question is that you're assuming in calculating 12 damages for Pulmicort in your supplemental report in 13 the years 2000 and 2001 that Pulmicort was 14 reimbursed through Medicare Part B, correct? 15 A. Well, I -- I assume that -- it was 16 reimbursed through Medicare Part B in both -- in 17 both reports under -- for the Medicare beneficiary, 18 Subclass 1 and 2. 19 Q. And you assume that there was Medicare 20 Part B reimbursement for Pulmicort respules in the 21 year 2000 and 2001 under Medicare Part B, correct? 22 A. Yes.</p>	<p style="text-align: right;">1116</p> <p>1 the market, and then I -- so that that tells me they 2 launched in 2000 based on the data I received, and I 3 looked at the NAMCS data, if it existed for 4 Pulmicort. That tells me that when a patient visits 5 -- that all the patient visits to doctors' offices 6 in which Pulmicort was administered, that Medicare 7 was the primary reimburer. And that's the same 8 practice I've used for every drug -- 9 Q. What -- 10 A. -- assuming that data was there for those. 11 Q. Can you tell me what your citation or 12 support is for your assumption that Pulmicort 13 respules had a J-Code starting in 2000? 14 A. I would have to -- I'd have to provide 15 that for you. I had my staff -- I set a set of 16 criteria and that was one of them, and so they'd 17 have to provide that to me. 18 Q. Sitting here today you can't provide me? 19 A. Not -- 20 Q. If -- if you were to learn, Doctor, that 21 Pulmicort did not have a J-Code corresponding to it 22 in the years 2000 and 2001, this analysis of damages</p>
<p style="text-align: right;">1115</p> <p>1 Q. What's -- what's the basis for that 2 assumption? 3 A. The basis for that assumption is how I 4 determined whether a drug was reimbursed under 5 Medicare, that it had issued J-codes, that I saw in 6 -- in the NAMCS data wherever I looked for data when 7 I pulled up the -- a doctor's visit for a certain 8 drug that -- that it appeared there, and it -- so 9 it's the same criteria that I've used for all of the 10 drugs that are put forward in the December 11 declaration. 12 Q. So I understand, the basis for your 13 assumption is that there's a J-Code corresponding to 14 Pulmicort respules and that the NAMCS data shows you 15 what percentage was reimbursed under Medicare Part B 16 for Pulmicort respules, correct? 17 A. The basic -- as I looked at various NDCs, 18 I looked whether there was a J-Code to determine 19 whether they were essentially subject to Medicare 20 HCPCS codes so that they would fall under the 21 purview of Medicare when that was the case, and I 22 looked at when they were -- when they were sold in</p>	<p style="text-align: right;">1117</p> <p>1 for 2000 and 2001 would be incorrect, is that right? 2 A. Well, I'd want to -- I would certainly 3 want to look more closely at -- I mean, there's J- 4 codes. There's Q-Codes. There's a variety of codes 5 that are interim codes and -- for inhalants and for 6 various types of different durable medical equipment 7 codes. So I'd have to look more closely and say -- 8 but if you're telling me that the criteria which I 9 used to identify what were physician-administered 10 drugs or reimbursed under Medicare Part B, if the 11 claim is that in 2000/2001 they weren't, I would 12 have to have my team go back and -- and revisit 13 those -- the factual evidence and clarify whether 14 there was something that wasn't interpreted 15 correctly or there were some missing information. 16 Q. And that's because you would go and 17 correct your report because the assumption on which 18 damages for Pulmicort in 2000 and 2001 are based is 19 that it was reimbursed through Medicare Part B, 20 correct? 21 A. Yes. 22 Q. Now, Doctor, with respect to Pulmicort</p>

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<p style="text-align: right;">1118</p> <p>1 respules, putting aside the issue that we've just 2 been talking about -- about when it became eligible 3 for Medicare Part B reimbursement, you're assuming 4 in your damage calculations in your supplemental 5 report a certain percentage of Pulmicort sales being 6 reimbursed through Medicare Part B, correct? 7 A. I -- I'm sorry. Maybe it's getting late. 8 It sounded like you were asking me the same 9 question. I mean, I'm -- my -- the assumptions -- 10 I've made no assumptions about any of these drugs 11 before going to the data to confirm am I seeing J- 12 codes? Is it something that would be classified as 13 a Part B or a physician-administered drug? Is it 14 related to a DMERC? Do I find in NAMCS that there 15 are reimbursements that are paid under those -- 16 under those categories of reimbursers. So -- 17 Q. You use NAMCS to extrapolate a percentage 18 of sales that would fall into the Medicare Part B 19 bucket as opposed to the private payer bucket, 20 correct? 21 A. Correct. 22 Q. And you did -- you have an assumption,</p>	<p style="text-align: right;">1120</p> <p>1 to NAMCS. And we had NAMCS data on a year-to-year 2 basis if it were available where I could draw those 3 percentages. 4 Q. Do you have any recollection of whether or 5 not there was NAMCS data for Pulmicort respules? 6 A. Let me see if -- let me check. 7 MR. FLYNN: Maybe I can help just to cut 8 through it. Let me mark this I don't know what 9 exhibit number we're up to but whatever the next one 10 is. 11 (Letter, 2/6/06 marked Exhibit 12 Hartman 054.) 13 MR. FLYNN: I don't have 20 copies. 14 Q. I'm going to direct your attention, 15 Doctor, to Page 7 of this letter. Let me just 16 identify for the record what this is. This is a 17 February 6, 2006 letter from Plaintiffs' counsel, 18 Mr. Berman to Mr. James Zucker of Hogan & Hartson. 19 A. Uh-huh. 20 Q. Is that correct? 21 A. It seems to be. 22 Q. Would you turn to Page 7, Paragraph 21 of</p>
<p style="text-align: right;">1119</p> <p>1 whether based on NAMCS or something else, with 2 respect to the sales of Pulmicort respules, correct? 3 A. That's correct. 4 Q. And what is that assumption as to the 5 division of sales that fall into the Medicare 6 bucket, as opposed to the nonMedicare bucket -- 7 A. Well -- 8 Q. -- for Pulmicort respules? 9 A. If -- what the NAMCS data does -- do, what 10 the NAMCS data do is it's a -- it's a survey of 11 doctors' visits, physician office visits, and it 12 says, look, you've had someone visit, and as part of 13 the diagnosis and for a particular problem, you've 14 prescribed Pulmicort, Pulmicort respules, and you've 15 submitted reimbursement thereto. And the NAMCS data 16 says, okay, what was the primary insurance coverage 17 -- primary payer in this matter? Was it a private 18 insurer? Was it Medicaid? Was it other? Was it 19 self pay? And was it Medicare? And that's -- in 20 all cases, the NAMCS data, which are discussed in -- 21 in greater detail in Attachment J-7 of my December 22 declaration describes those data. So, I would look</p>	<p style="text-align: right;">1121</p> <p>1 this letter. Do you see Paragraph 21 says, "As 2 stated in the notes, where NAMCS data were not 3 available approximations were used based on 4 anecdotal information if available. If no anecdotal 5 information was available, an arbitrary 50/50 share 6 between Medicare and nonMedicare is used. In the 7 case of Pulmicort, based on industry experience, it 8 is understood that these NDCs are indicated 9 primarily for nonMedicare patients, therefore, a 10 10 percent/90 percent share between Medicare and 11 nonMedicare was used." 12 A. I do see that. 13 Q. Okay. Does that refresh your recollection 14 as to how you came up with the percentage for 15 Pulmicort respules of -- as between Medicare and 16 nonMedicare? 17 A. It does. 18 Q. Now if you look at that letter that I just 19 read from, it says, "In the case of Pulmicort, based 20 on industry experience, it is understood that these 21 NDCs are indicated primarily for nonMedicare 22 patients." Then it goes on to say, "Therefore, a 10</p>

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<p style="text-align: right;">1122</p> <p>1 percent/90 percent share between Medicare and 2 nonMedicare was used." 3 Can you explain to me, Doctor, the basis 4 for the 10 percent/90 percent share. 5 A. That was a -- a best approximation, 6 pooling, thinking among -- among the staff and among 7 some of the affiliates at Harvard of what that share 8 might be. 9 Q. Do you -- 10 A. So it was -- this was not -- we couldn't 11 get hard data, so it was our, you know, best -- best 12 guess. 13 Q. Did you look at any deposition testimony 14 of any Astra Zeneca witnesses to try to help 15 determine what percentage of Pulmicort respules were 16 subject to Medicare reimbursement? 17 A. We did not have a chance to do that, no. 18 Q. Okay. And is there anything you can cite 19 to me to support your 10 percent, other than what 20 you've testified to? 21 A. No. 22 Q. And in your mind, it could have just as</p>	<p style="text-align: right;">1124</p> <p>1 Q. And is it your testimony that -- that 2 these people all gave you an opinion as to the 3 percentage breakout? 4 A. It's my testimony that -- that these 5 issues were talked about with them, and I -- with 6 different -- with them at different times, and this 7 was the best numbers that -- that we could come to, 8 based on that -- that peer -- that informal peer 9 review. And to the extent we can refine this 10 through a review of deposition testimony, that would 11 be a desirable thing. 12 Q. Is it significant to you at all, Doctor, 13 that Pulmicort respules are not tracked in NAMCS? 14 A. It's -- I don't know what to draw from 15 that. I'd need to -- to know more. 16 Q. And you didn't do any independent work 17 other than the conversations -- the general 18 conversations you've testified to with members of 19 your staff to try to figure out the breakout for 20 Pulmicort, correct? 21 A. Well, I did for all of the -- all of the 22 drugs in the -- in the -- subject to the complaint,</p>
<p style="text-align: right;">1123</p> <p>1 easily been 5 percent, correct? 2 A. If it had been 5 percent/95 percent, the - 3 - my reliance here came more from my colleagues at 4 Harvard that are familiar with these types of drugs, 5 familiar with this type of reimbursement that do 6 Medicare, that do nonMedicare payer analyses. And 7 so, this was something that was discussed, and the 8 shared experience of however many years of research 9 were reflected in this. But it was -- it was a 10 number that I essentially said, can you guys give me 11 a better number than 50/50. 12 So I think it was -- I think it's better 13 than 5 and 95, because if it was 5 and 95, they 14 would have told me that. But it's based on their -- 15 the oral tradition and the experience that they've - 16 - they've had. 17 Q. And who are these people we're talking 18 about? 19 A. We're talking about Professor Rosenthal, 20 Professor Joe Newhouse, Professor Tom Maguire, 21 Professor Richard Frank. These are various people 22 that are affiliates of my firm and that I talk to.</p>	<p style="text-align: right;">1125</p> <p>1 I did ask Defendants for the IMS NDTI data, which, 2 as I understand it, is a much more comprehensive 3 sample of office visits that I thought could help 4 inform further what the percentages were for those 5 drugs where I either had NAMCS data or where I 6 didn't. So, I would still -- before I read 7 anybody's deposition, I'd like to get that IMS data 8 from Defendants, and I think that would help refine 9 these numbers considerably. 10 Q. But this is just a number picked out of 11 thin air by people on your staff as far as you know, 12 right? 13 MR. NOTARGIACOMO: Objection. 14 A. No, it's not picked out of thin air. 15 Q. Did they show you any documentation to 16 support it? 17 A. They don't. They don't need to show me 18 documentation in the sense that they deal with 19 dispensing patterns; they deal with reimbursement 20 patterns; they deal with issues of where inhalants 21 are -- NDCs that can either be a nebulizer, 22 something that's used in a doctor's office or an</p>

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<p style="text-align: right;">1126</p> <p>1 inhalant. What would be subject to Medicare, what 2 wouldn't be subject to Medicare. They have decades 3 of experience among them. So, this is not like 4 asking four people on the subway. They know 5 something. Now, it would be much more preferable 6 for me -- for you to give me the IMS data from -- 7 from your firm to let me check with -- what those 8 numbers are for Pulmicort, and I could refine these 9 numbers very easily.</p> <p>10 Q. Do you know if those numbers are tracked 11 in the IMS data?</p> <p>12 A. I understand that the IMS tracks -- that 13 they survey doctors' visits for a broad cross- 14 section of drugs. I haven't been able to see 15 whether those appear there because I haven't gotten 16 the data.</p> <p>17 Q. Do you know whether or not Pulmicort is 18 administered by doctors in their offices?</p> <p>19 A. It's my understanding that it can be 20 administered via nebulizer or as an inhalant, so I'm 21 not sure.</p> <p>22 Q. You don't know whether or not it's</p>	<p style="text-align: right;">1128</p> <p>1 a doctor's office through the use of durable medical 2 equipment?</p> <p>3 A. It's -- it's my understanding that it can 4 be either, but that it is -- under Medicare it's 5 billed as if it were the former.</p> <p>6 Q. Why is it billed as if it were the former?</p> <p>7 A. Because the -- it's my understanding that 8 drugs of that -- of that sort are treated as Part B 9 drugs and they've been grandfathered under Medicare 10 reimbursement.</p> <p>11 Q. Whether they're part -- whether they're 12 treated as Part B drugs or not does not tell you 13 anything about whether or not they were administered 14 in a doctor's office, is that right?</p> <p>15 A. The -- certainly the -- the part -- the 16 physician-administered drugs has come to be thought 17 of and designated as a Part B drug. So, the drugs 18 that are Part B drugs have that association, but 19 you're right, it doesn't have to be in a -- in a 20 doctor's office.</p> <p>21 Q. And you don't know and can't cite to me 22 any statistics as to the percentage of Pulmicort</p>
<p style="text-align: right;">1127</p> <p>1 administered by doctors as opposed to being 2 administered by patients at home, do you?</p> <p>3 A. It's my understanding it can be both.</p> <p>4 Q. Do you have any data to suggest the 5 prevalence of -- of how it happens?</p> <p>6 A. Well, the data is -- somewhat has to do 7 with whether it's a Medicare Part B or the -- or a 8 nonMedicare drug.</p> <p>9 Q. Why is that?</p> <p>10 A. Well, if it's -- if it's Part B, it's -- 11 then it's -- this is clearly not something that's 12 injected by a doctor. It's a nebulizer that would 13 be done in a doctor's office. And the -- the 14 percentage of that -- if it's prescribed by doctors 15 in a nonMedicare context, that would mean that it's 16 more of an inhalant and it's not done in a doctor's 17 office. They might get the prescription at the 18 pharmacy.</p> <p>19 Q. You just said in your answer that it's a 20 nebulizer done in a doctor's office. What's the 21 basis for your statement that it's done in a 22 doctor's office, as opposed to being done outside of</p>	<p style="text-align: right;">1129</p> <p>1 respules that are actually administered by a doctor 2 as opposed to being administered by a patient 3 through durable medical equipment outside of a 4 doctor's care.</p> <p>5 MR. NOTARGIACOMO: Objection. Asked and 6 answered.</p> <p>7 A. We've -- you've got the best estimates I 8 have from the sources upon which I relied.</p> <p>9 Q. And I don't -- can you point me to what 10 are you referring to specifically as to the --</p> <p>11 A. The 10 percent/90 percent.</p> <p>12 Q. But that doesn't tell me, as we just 13 established, anything about whether the physician 14 administered Pulmicort or whether it was 15 administered by the patient using durable medical 16 equipment, is that right?</p> <p>17 A. That's right.</p> <p>18 Q. Doctor Hartman, are you aware to whom my 19 client, Astra Zeneca, sells Pulmicort respules?</p> <p>20 A. Uhm.</p> <p>21 Q. I'm looking for -- I'm looking for a 22 category of person in the drug distribution process.</p>

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<p style="text-align: right;">1130</p> <p>1 A. No, I don't.</p> <p>2 Q. Do you have any -- any idea of whether or</p> <p>3 not Astra Zeneca sells Pulmicort respules to</p> <p>4 doctors?</p> <p>5 A. I would be speculating.</p> <p>6 Q. So the answer is no?</p> <p>7 A. Let me reflect upon this. It -- it would</p> <p>8 be my assumption that Pulmicort respules, some</p> <p>9 Pulmicort respules are sold to doctors, more</p> <p>10 specialty pharmacies.</p> <p>11 Q. Can you quantify for me the percentage of</p> <p>12 sales to doctors of Pulmicort respules?</p> <p>13 A. No.</p> <p>14 Q. Okay. Did you take into consideration in</p> <p>15 performing your analysis in this case or in</p> <p>16 rendering your opinions to whom Astra Zeneca sold</p> <p>17 Pulmicort respules?</p> <p>18 A. Are you talking about did I take into</p> <p>19 account whether it's a pediatric drug, whether it's</p> <p>20 a drug for the elderly? Are you taking what --</p> <p>21 Q. No. What I'm asking is we've just</p> <p>22 established you don't know to whom my client sells</p>	<p style="text-align: right;">1132</p> <p>1 decisions in that regard.</p> <p>2 Q. I'm talking as a conceptual matter did you</p> <p>3 consider whether or not your methodology was</p> <p>4 applicable to Pulmicort respules on a conceptual</p> <p>5 basis. I know that you took into account the 10</p> <p>6 percent figure you assumed.</p> <p>7 A. The -- I -- the methodology that I have</p> <p>8 taken in -- that I have developed here is applicable</p> <p>9 to physician-administered drugs or Part B drugs, and</p> <p>10 if this is not a physician-administered drug or a</p> <p>11 Part B drug, then it would not -- if that -- if this</p> <p>12 does not appear in that context, then my -- then my</p> <p>13 -- my staff that did the evaluations and identified</p> <p>14 what percentage of sales were subject to this effort</p> <p>15 have -- haven't used all the information that would</p> <p>16 be available, and if you could -- if that could be</p> <p>17 put forward by Astra Zeneca, we would be glad to</p> <p>18 refine these calculations.</p> <p>19 Q. Put aside the calculations and the 10</p> <p>20 percent. I'm asking you as a conceptual matter did</p> <p>21 you take into account the fact that Pulmicort</p> <p>22 respules were sold to wholesalers and not doctors in</p>
<p style="text-align: right;">1131</p> <p>1 Pulmicort respules, whether it be wholesalers or</p> <p>2 doctors. You testified that you think some are sold</p> <p>3 to doctors, but you can't quantify for me how much.</p> <p>4 I'm asking in your analysis in establishing and</p> <p>5 assigning liability and damages in your supplemental</p> <p>6 report for Pulmicort respules, did you consider the</p> <p>7 audience to whom Astra Zeneca was selling Pulmicort</p> <p>8 respules and the percentage of sales to those</p> <p>9 entities?</p> <p>10 A. In -- in including Pulmicort and in</p> <p>11 treating the units that we did treat, Pulmicort, as</p> <p>12 all of the drugs that appear in the report were</p> <p>13 reviewed by this group of -- at the Harvard School</p> <p>14 of Public Health and my staff, and whatever</p> <p>15 documents they saw, such that whatever units were</p> <p>16 sold were -- and to whatever -- to whomever they</p> <p>17 were sold ended up being reflected in the types of</p> <p>18 reimbursement patterns that are reflected by that 10</p> <p>19 percent/90 percent. So I have to assume that that</p> <p>20 has been looked at by the team that was going drug</p> <p>21 by drug in doing this assessment, but they -- I -- I</p> <p>22 relied on their -- their insights and their</p>	<p style="text-align: right;">1133</p> <p>1 deciding whether or not this yardstick approach that</p> <p>2 you've developed is applicable to Pulmicort</p> <p>3 respules?</p> <p>4 A. If the -- if the ultimate purchaser who</p> <p>5 determines the reimbursement and who -- who</p> <p>6 determines what drug is used -- what drug is</p> <p>7 dispensed, and there's an average sale price,</p> <p>8 whether it's sold through wholesalers or whatever</p> <p>9 means, if it's subject to the same types of -- of</p> <p>10 incentives that we're talking about with physician-</p> <p>11 administered drugs, and a number of the physician-</p> <p>12 administered drugs are sold through specialty</p> <p>13 pharmacies, that -- then it belongs in -- in this</p> <p>14 group. And that was a question I asked of the staff</p> <p>15 vetting each of these drugs and the NDCs of each of</p> <p>16 these drugs, and the ones that are -- are left met</p> <p>17 that criteria as they implemented it.</p> <p>18 Q. You don't have any independent basis for</p> <p>19 that other than what your staff may have told you?</p> <p>20 A. Well, I'm not an expert in -- in Pulmicort</p> <p>21 respules or the diseases for which it's treated.</p> <p>22 There are people that know more about that at</p>

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<p style="text-align: right;">1134</p> <p>1 Harvard School of Public Health that helped -- 2 helped me in developing these -- these variables. 3 Q. Assume for a second, Doctor, that there 4 was no J-Code for Pulmicort respules prior to 2002, 5 do you think it would have been a valuable analysis 6 to do to compare the pricing decisions with respect 7 to Pulmicort respules before and after Pulmicort 8 received J-Code status? 9 A. I would -- the -- since the J-codes -- 10 well, if indeed there were no J-Code in 2000 and 11 2001, and if there were no Q-Code or if there was no 12 intermediary code that was recognized by Medicare, 13 and you're just telling me that the only things that 14 were available were NDCs, one, I'd want to see 15 whether billings under -- on Medicare claims were 16 based on an NDC basis in that situation, and if they 17 were, then there would be no information to be 18 gained between looking prior to 2002 or after 2002, 19 because once they go to a J-Code, it's going to be 20 dosage specific, and there will be an NDC -- an AWP 21 related to an NDC or a fundamental billing unit 22 that's related to an NDC. So I'd have to see more</p>	<p style="text-align: right;">1136</p> <p>1 A. I would assume that physicians are one of 2 the entities, and the other entities I haven't 3 examined in -- in detail. 4 Q. What's your basis for the assumption that 5 physicians are involved in negotiating with payers 6 for the reimbursement of Pulmicort respules? 7 A. Well, it's my -- my assumption that this 8 drug appears as a Part B drug that is -- that is 9 subject to physician-administration under some -- 10 either in the office or as a part -- as a Part B 11 drug outside of the office. 12 Q. And if it's a Part B drug outside of the 13 office, would a physician be involved in negotiating 14 for the reimbursement for that drug? 15 A. I'm not -- I'm not sure. 16 Q. So you don't -- your testimony is you 17 really don't know who negotiates for reimbursement 18 with respect to Pulmicort respules. You don't know 19 if it's doctors. You don't know if it's 20 pharmacists. You don't know if it's wholesalers, is 21 that right? 22 A. Well I'm -- my guess is it's a mix of the</p>
<p style="text-align: right;">1135</p> <p>1 closely how Medicare dealt with that and to -- to do 2 that assessment. 3 Q. Do you know which party in the drug 4 distribution process is responsible for negotiating 5 reimbursements for Pulmicort respules under Medicare 6 Part B or otherwise? 7 A. The -- negotiating the reimbursements paid 8 to -- to the providers or paid -- paid to whom? What 9 reimbursement rates are we talking about? 10 Q. Well, some -- somebody provides Pulmicort 11 respules to an end user -- 12 A. Right. 13 Q. -- correct? And the person who provides 14 those Pulmicort respules to an end user get -- gets 15 reimbursed, correct? 16 A. Uh-huh. 17 Q. Did you -- do you know who it is who 18 negotiates for the reimbursement of Pulmicort 19 respules? Somebody negotiates with payers for that 20 reimbursement. Do you know which -- which entities 21 in the drug distribution chain that is with respect 22 to Pulmicort respules?</p>	<p style="text-align: right;">1137</p> <p>1 three. 2 Q. But it's just a guess. 3 A. It's -- it's in -- I would say an informed 4 guess. 5 Q. Okay. It's informed by, again, your 6 staff? 7 A. Informed by my staff, informed by the -- 8 the value added in the thinking that they have 9 brought to bear on the issue. 10 Q. And I assume you would agree with me, 11 Doctor, that it is doctors who control the 12 prescription decisions as to whether or not 13 Pulmicort respules are prescribed as opposed to a 14 competitor drug. 15 A. That is my understanding. 16 Q. Okay. And to the extent that doctors are 17 not involved in the negotiation over reimbursement 18 rates because they don't administer Pulmicort 19 respules, there's a division between the entity that 20 is responsible for the prescription decision and the 21 entity that negotiates the reimbursement with payers 22 as to Pulmicort respules, is that right?</p>

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<p style="text-align: right;">1138</p> <p>1 A. That would be correct to the extent that's</p> <p>2 true.</p> <p>3 Q. Did you take that into account at all in</p> <p>4 rendering opinions with respect to Pulmicort</p> <p>5 respules in this case?</p> <p>6 A. The assumption in -- built into this --</p> <p>7 into the modeling has been that the physician is the</p> <p>8 -- is the entity, the provider that is primarily</p> <p>9 responsible for that negotiation.</p> <p>10 Q. And to the extent that assumption is</p> <p>11 incorrect, you would want to revisit your analysis</p> <p>12 with respect to Pulmicort, is that right?</p> <p>13 A. That's correct.</p> <p>14 Q. Okay. Doctor, did you do any analysis of</p> <p>15 the extent to which over the years Astra Zeneca sold</p> <p>16 Zoladex to physicians at the WAC price?</p> <p>17 A. I've certainly looked at patterns of sales</p> <p>18 of Zoladex. I can't say that I focused on those</p> <p>19 sales at WAC.</p> <p>20 Q. And you can't tell me and you didn't</p> <p>21 analyze what percentage of sales of Zoladex occurred</p> <p>22 at WAC in 1991, '92, '93, or any of the years of the</p>	<p style="text-align: right;">1140</p> <p>1 Q. Again I asked you conceptually, Doctor. If</p> <p>2 -- if it turns out that Astra Zeneca sold zero units</p> <p>3 of Zoladex to doctors at WAC, that wouldn't make any</p> <p>4 difference to you conceptually if it's compared to</p> <p>5 10 percent or 20 percent of Zoladex sales at WAC.</p> <p>6 It makes no difference to your conceptual liability</p> <p>7 and damage model, correct?</p> <p>8 A. The spreads that I calculated on an annual</p> <p>9 basis take account of AWP and an acquisition at an</p> <p>10 average sale price that -- some of which may be WAC,</p> <p>11 some of which may be discounts off of WAC or off</p> <p>12 other types of discounts. So, if zero percent of</p> <p>13 them were at WAC or 5 percent or 10 percent, I'm</p> <p>14 looking at the overall summary of the pricing</p> <p>15 strategy of Astra Zeneca for that year.</p> <p>16 Q. Aside from the numerical impact of the</p> <p>17 calculation of spread as you have calculated it, you</p> <p>18 haven't taken into consideration the implications on</p> <p>19 a conceptual level of sales at WAC, correct?</p> <p>20 MR. NOTARGIACOMO: Objection. Asked and</p> <p>21 answered.</p> <p>22 A. What I -- what I hear you asking me is</p>
<p style="text-align: right;">1139</p> <p>1 class period, is that right?</p> <p>2 A. Now, you're saying sold to the providers</p> <p>3 at WAC?</p> <p>4 Q. Correct.</p> <p>5 A. I would assume the data would be able to</p> <p>6 tell me that.</p> <p>7 Q. But you haven't studied that?</p> <p>8 A. Well, I mean, if we want to look at the --</p> <p>9 what the spreads were, we would know what the spread</p> <p>10 from WAC AWP would be, and I would look at the</p> <p>11 spread to see whether the ASP was reflecting -- to</p> <p>12 the extent that it was sold at WAC, that's one of</p> <p>13 the -- the ASP would be WAC in that case for that --</p> <p>14 for that set of sales. So it would figure into the</p> <p>15 average ASP year by year. So, it's -- if you're</p> <p>16 telling me in any given year that 20 percent, 50</p> <p>17 percent was sold at WAC, that appears in my numbers.</p> <p>18 Q. But that doesn't affect your conceptual</p> <p>19 framework for assigning liability and damages in</p> <p>20 this case, correct?</p> <p>21 A. Of course it does. It affects the overall</p> <p>22 spread on all the units sold.</p>	<p style="text-align: right;">1141</p> <p>1 have I identified unit by unit whether Astra</p> <p>2 Zeneca's decided to have a spread on a sale that --</p> <p>3 that is -- that might be one, based on WAC, and on</p> <p>4 another unit, based on ASP. And I'm saying that</p> <p>5 that's -- that's not a meaningful way to think about</p> <p>6 this as an economist, and you're looking at all of</p> <p>7 the sales, and I -- it's not a really a relevant</p> <p>8 question to what we're -- I'm getting at in my</p> <p>9 declaration.</p> <p>10 Q. Well, you have a theory, Doctor, am I</p> <p>11 correct, that explains the reason for the spreads</p> <p>12 between ASPs and AWPs, is that right, for the drugs</p> <p>13 you've studied in this case?</p> <p>14 A. I -- that's -- it's -- certainly spreads</p> <p>15 enter into my formulate methodology.</p> <p>16 Q. And you have -- your -- your view, I take</p> <p>17 it, and what you've been talking to Mr. Edwards</p> <p>18 about for the last day and a half, is that drug</p> <p>19 manufacturers in this case inflated their AWPs</p> <p>20 relative to ASPs in order to try to compete and move</p> <p>21 market share, right?</p> <p>22 A. That's correct.</p>

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<p style="text-align: right;">1142</p> <p>1 Q. Okay. Did you take into account any other 2 possible alternative reasons why manufacturers would 3 want there to be a spread between AWP and ASPs, 4 particularly in situations where there's therapeutic 5 competition? 6 A. I've -- I've dealt with the reliance on 7 spread and what the meaning is and how it is used as 8 a strategic variable when there is therapeutic 9 competition. I guess I'm not understanding what you 10 mean. Are you saying there's some other reason -- 11 Q. I'm asking -- 12 A. -- besides competing on spread that might 13 be the cause of increasing spread? 14 Q. I'm asking whether you considered if there 15 were. 16 A. I didn't -- I didn't -- I didn't -- I 17 didn't see any. I -- I'd -- the -- in terms of -- 18 if you didn't have to compete on spread and in a 19 spread that was not nontransparent, you're going to 20 either uselessly raise your AWP -- I mean if you 21 don't have to compete on -- if you don't have to use 22 spread to compete, there's going to be no reason to</p>	<p style="text-align: right;">1144</p> <p>1 diminishing your total revenue. So, the only reason 2 that you would lower your -- the -- your unit 3 revenue, your average sale price would be to take 4 advantage of being able to move market share. I 5 don't see -- I mean, another reason might be to be 6 charitable. I don't -- I don't believe that 7 business entities are in the business of being 8 charitable and dropping their prices. I -- I didn't 9 see rational economic reasons that would -- or 10 policy reasons, business strategy reasons to just 11 raise the AWP unless it increased the spread so you 12 could -- you could move market share, 'cause that 13 would only get you in trouble. 14 Q. Do you know, Doctor, that AWP goes up 15 formulaically when a company like Astra Zeneca 16 increases its WAC price? 17 A. Of course. 18 Q. Did you consider whether or not there was 19 any economic reason why Astra Zeneca would want to 20 increase its WAC price over time? 21 A. The WAC and the AWP are essentially the 22 same -- the same benchmark. I mean, they're --</p>
<p style="text-align: right;">1143</p> <p>1 raise your AWP. And so, I wouldn't see why anybody 2 would just raise their AWP and perhaps invite 3 scrutiny of -- of the Justice Department. And I see 4 no reason to lower what you're making per unit, the 5 ASP, unless you were using it strategically. 6 So, as a matter of economics, I don't see 7 that there is any other reason. Doing either of 8 those -- of what you do to increase the spread would 9 only get you in trouble, it seems to me. 10 Q. So, in doing your analysis in this case, 11 you didn't hypothesize alternative explanations for 12 the spreads between AWP and ASPs and then try to 13 figure out whether or not there were ways to say 14 that those were not valid reasons. 15 A. Well, I -- I hypothesized them, but I -- 16 but as a matter -- as a matter of economics, I found 17 that they weren't reasonable. 18 Q. What were the alternative explanations 19 that you hypothesized and ruled out? 20 A. Well, one could just -- one could lower 21 the -- the ASP, and if that's not going to increase 22 your market share, you're just essentially</p>	<p style="text-align: right;">1145</p> <p>1 they're joined at the hip, except for when a price 2 information reporting agency would change a reported 3 spread from 20 to 25 percent, but they're 4 essentially overseen by manufacturers and they're 5 different -- they're different list prices. One's a 6 -- one's a sticker price and one's a catalog price, 7 I think, as Dawn Gencarelli says. 8 So the notion of saying that there was 9 some real meaning to WAC is -- that doesn't have 10 economic meaning to an economist. It's a list 11 price. It's used as a list price. 12 Q. So do you -- 13 A. It's used to communicate information. 14 Q. I take it by your answer you did consider 15 whether or not there was a legitimate economic 16 reason for my client, Astra Zeneca, to raise its WAC 17 price over the class period and you ruled that out. 18 A. I considered -- my focus was on AWP and 19 whether there were legitimate reasons to increase 20 the deviation between AWP and ASP. Since WAC is 21 tied to AWP, any change in AWP implies a change in - 22 - in WAC. And whether you report WAC or AWP to a</p>

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<p style="text-align: right;">1146</p> <p>1 pricing reporting group, you're reporting the other</p> <p>2 one. So, changes in either of those were reflecting</p> <p>3 changes in list prices that were -- that were</p> <p>4 signals and that were taken as signals to the</p> <p>5 market, and were inappropriate signals to the extent</p> <p>6 that they deviated the way they did from ASP.</p> <p>7 Q. So let me just -- I just want to make sure</p> <p>8 I understand what you just said. You did consider</p> <p>9 whether or not it was legitimately economically</p> <p>10 rational for Astra Zeneca to increase its WAC price</p> <p>11 over the class period, and you determined that it</p> <p>12 did not provide a legitimate alternative basis for</p> <p>13 the differences between AWP's and ASP's.</p> <p>14 MR. NOTARGIACOMO: Objection.</p> <p>15 A. I considered -- I have considered AWP's,</p> <p>16 WAC's, changes thereto, how they were related and</p> <p>17 tied to one another for the preponderance of the</p> <p>18 drugs in the period and how they were related to ASP</p> <p>19 and I -- I reflected on different reasons that any</p> <p>20 manufacturer would want to increase the spread, and</p> <p>21 I -- I found none that made rational economic sense</p> <p>22 to me, changing AWP or WAC, that was anywhere as</p>	<p style="text-align: right;">1148</p> <p>1 are customers who are willing to pay WAC?</p> <p>2 A. No, the -- I'm -- you were talking -- when</p> <p>3 I was hearing you talk about changing WAC, it was</p> <p>4 holding everything else constant. I'm saying that</p> <p>5 in a period where costs are going up, things --</p> <p>6 there's changes in demands, there are other kinds of</p> <p>7 broad economic changes going on. A list price could</p> <p>8 go up, a list -- a catalog price could go up</p> <p>9 reflecting changes in demand and costs, and that's</p> <p>10 also reflected in sales prices.</p> <p>11 What I'm getting at is that I can --</p> <p>12 there's no economic reason that I see moving those</p> <p>13 when the sales price -- the average sale price, the</p> <p>14 actual transactions costs don't go up, except to</p> <p>15 move market share.</p> <p>16 Q. So there is -- there is in your mind a</p> <p>17 legitimate economic reason to increase your list</p> <p>18 price, whether you call it WAC or AWP, for reasons</p> <p>19 of inflation, increased cost, the fact that</p> <p>20 customers are willing to pay that, is that correct?</p> <p>21 A. WAC -- list price can change, reflecting</p> <p>22 economic conditions, and WAC is a list price, yes.</p>
<p style="text-align: right;">1147</p> <p>1 important as attempting to move market share.</p> <p>2 Q. So --</p> <p>3 A. And I could think of none, actually.</p> <p>4 Q. So, you can think of no legitimate</p> <p>5 economic reason why Astra Zeneca would want to</p> <p>6 increase WAC over the class period, is that what you</p> <p>7 said?</p> <p>8 A. I'm talking about spreads and if I'm</p> <p>9 looking over a period of 15 years and I'm looking at</p> <p>10 list prices, then list prices can go up as a</p> <p>11 reflection of transaction prices going up. So, yes,</p> <p>12 AWP can go up and -- and as long -- when it's --</p> <p>13 when it's a list price it's a reflection of</p> <p>14 transaction costs and it's something upon which</p> <p>15 people -- you're using as information. As costs may</p> <p>16 go up, as factors may change, then there could be</p> <p>17 legitimate reasons where AWP and WAC would go up</p> <p>18 reflecting that. I'm talking about how that is</p> <p>19 changing relative to ASP is the important thing.</p> <p>20 Q. So -- so I take it now you have considered</p> <p>21 whether it would be normal economic behavior for a</p> <p>22 manufacturer to raise its WAC price because there</p>	<p style="text-align: right;">1149</p> <p>1 Q. And one of -- one of the conditions that</p> <p>2 would be legitimate for manufacturers to take into</p> <p>3 account is how many customers are willing to pay an</p> <p>4 increased WAC price, correct?</p> <p>5 A. Well, when we -- when we talk about</p> <p>6 customers -- WAC price is what is the -- is the</p> <p>7 price that is the transaction price between</p> <p>8 wholesalers and manufacturers. I mean, the --</p> <p>9 essentially, the prices to the ultimate customers</p> <p>10 are contract prices that are -- where the</p> <p>11 wholesalers are made whole with -- with respect to</p> <p>12 the charge-backs. So, changing the WAC price, yes,</p> <p>13 that's -- that's raising something that is the --</p> <p>14 the internal price between wholesalers and</p> <p>15 manufacturers, but are you talking about that WAC</p> <p>16 price is influencing a contract price of a -- of an</p> <p>17 ultimate consumer?</p> <p>18 Q. Your testimony is not, Doctor, that no</p> <p>19 doctors paid WAC for Zoladex during the class</p> <p>20 period, is it?</p> <p>21 A. That no doctors --</p> <p>22 Q. Paid --</p>

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<p style="text-align: right;">1150</p> <p>1 A. -- paid WAC.</p> <p>2 Q. -- WAC price for Zoladex during the class</p> <p>3 period, is that right?</p> <p>4 A. No, it's possible that the -- that some</p> <p>5 doctors did pay -- their ASP was equal to WAC.</p> <p>6 Q. And WAC is not a price just reserved for</p> <p>7 wholesalers with respect to physician-administered</p> <p>8 drug, is it?</p> <p>9 A. WAC is a very -- WAC means wholesale</p> <p>10 acquisition cost, so it may be the case that a</p> <p>11 doctor got it at the wholesale acquisition cost and</p> <p>12 the dollar amount is -- happened to be what is</p> <p>13 listed as the wholesale acquisition cost, but I</p> <p>14 don't think that the manufacturers think of WAC as</p> <p>15 something that is a provider cost. It just so</p> <p>16 happens they might have sold it to a provider at</p> <p>17 WAC.</p> <p>18 Q. And what's your basis for that?</p> <p>19 A. My -- the -- my study of this market since</p> <p>20 the brand -- prescription brand name drug case.</p> <p>21 Q. If a manufacturer were to raise its WAC</p> <p>22 because a customer, meaning a provider, is willing</p>	<p style="text-align: right;">1152</p> <p>1 WAC price that's to wholesalers that you're also</p> <p>2 raising while you're raising the -- the acquisition</p> <p>3 cost to providers?</p> <p>4 MR. FLYNN: Can you just read back my</p> <p>5 question.</p> <p>6 (Question read back.)</p> <p>7 A. So, if you can get some providers to pay</p> <p>8 the WAC price, it's -- it's in your interest to keep</p> <p>9 those providers paying the WAC price. If you raise</p> <p>10 your WAC -- you don't know if -- that's not talking</p> <p>11 about everybody else who's buying at WAC. If there's</p> <p>12 a whole bunch of other people buying at WAC and you</p> <p>13 raise it, they might not buy at WAC. Your</p> <p>14 hypothetical is looking at a subset of customers,</p> <p>15 and you say you can raise the price to them but then</p> <p>16 you're raising a list price that's WAC to everybody.</p> <p>17 Well, that's going to have effects on other people</p> <p>18 that might be price sensitive in the other</p> <p>19 direction. I don't -- I don't hear you taking that</p> <p>20 into account. The average sale price is what</p> <p>21 summarizes the distribution of all these customers,</p> <p>22 some that are willing to pay at WAC, some that will</p>
<p style="text-align: right;">1151</p> <p>1 to pay that price, that would be normal economic</p> <p>2 behavior, even if the overall ASPs were going down,</p> <p>3 isn't that right?</p> <p>4 A. Well, if -- I don't -- I don't -- if the</p> <p>5 ASPs were going down, that would mean the provider</p> <p>6 could get it if the ASP's going down. Why would he</p> <p>7 want to pay WAC that's higher than the ASPs? I mean</p> <p>8 the ASPs are to providers.</p> <p>9 Q. Well, what if there were some providers</p> <p>10 who are willing to pay WAC?</p> <p>11 A. Well, there's going to be a -- there's a -</p> <p>12 - the average sale price is the average sale price.</p> <p>13 Some providers are going to pay a little bit more,</p> <p>14 some are going to pay a little bit less. So there's</p> <p>15 a distribution around the average sale price.</p> <p>16 Q. And if you can get some providers to pay</p> <p>17 WAC price on an increased basis over time, it's in -</p> <p>18 - it's economically rational and legitimate to raise</p> <p>19 your WAC price, isn't it?</p> <p>20 A. Well, what you're raising is your ASP. Are</p> <p>21 you telling me that you're -- you're trying to get</p> <p>22 doctors to pay this price, but you're calling it a</p>	<p style="text-align: right;">1153</p> <p>1 say I'm only going to pay at WAC less 15, and that's</p> <p>2 what the average sale price is.</p> <p>3 Q. But you would agree with me that if you</p> <p>4 can get some providers to pay WAC, it's in your</p> <p>5 interest to charge them WAC, right?</p> <p>6 A. If you can get some providers to pay more</p> <p>7 than they're paying, and if they're paying less than</p> <p>8 WAC, and by doing that you can -- and you say why</p> <p>9 don't you pay WAC, which is a higher price, well</p> <p>10 then you want to raise your price. That's -- if</p> <p>11 that doesn't shift other demand and other -- and</p> <p>12 have other effects elsewhere.</p> <p>13 Q. And with respect to those who are</p> <p>14 sensitive, you can give them discounts off of WAC;</p> <p>15 don't you achieve both at the same time?</p> <p>16 A. Well, but if you're giving discounts --</p> <p>17 that's why you need to look at the average sale</p> <p>18 price. You're telling me you're making money by</p> <p>19 raising WAC to one group and you're taking -- then</p> <p>20 you're taking that money and giving it to another</p> <p>21 group with higher discounts. It's a net -- you're</p> <p>22 in a net -- you haven't gained anything. I mean it</p>

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<p style="text-align: right;">1154</p> <p>1 depends on trading off those groups of consumers you 2 just told -- 3 Q. Well that depends on the volumes you're 4 able to achieve through discounts. 5 A. Well, of course. 6 Q. And the volumes you're able to achieve 7 through WAC. 8 A. Of course. That's why average sale price 9 summarizes that. It tells you how much -- all units 10 you've sold to all the different groups and what 11 they were willing to pay. 12 Q. And you would agree with me, Doctor, that 13 there are some providers who are willing to pay WAC, 14 even though ASP for a manufacturer is going down, 15 correct? 16 A. The -- I -- I'm not sure I understand. 17 Q. I mean, I think you said before that, you 18 know, in the distribution of prices, there will be 19 some providers, take Zoladex for example, who are 20 willing to pay WAC, even though, as you show in your 21 analysis under your calculations, the ASP for 22 Zoladex is going down. At the same time there are -</p>	<p style="text-align: right;">1156</p> <p>1 that other providers purchased it for less than the 2 ASP. 3 Q. Okay. If you pull back the -- out the 4 attachments to your December 15th report, Exhibit 5 Hartman 023, the Astra Zeneca attachments. 6 A. I'm sorry, Exhibit -- 7 Q. Exhibit Hartman 023, Attachment G-1-C. 8 A. G -- Attachment G -- G-1? Attachment G-1- 9 C, Attachment -- in my December -- this is G-1-C. 10 Q. I think that's right. 11 A. Okay and I'm sorry. You said -- 12 Q. You have that right. 13 A. Okay. And I'm sorry, I thought I heard -- 14 I thought I heard you say a page or something. 15 Q. No, just G-1-C. 16 A. Okay. 17 Q. Doctor, if you look at the spreads you've 18 calculated for Zoladex for 1991, '92, '93 and '94, 19 those all fall below your minimum liability 20 threshold, is that right? 21 A. That's correct. 22 Q. Okay. Now, during those years you're</p>
<p style="text-align: right;">1155</p> <p>1 - there are some percentage of providers who are 2 willing to and pay -- who are willing to pay an 3 increased WAC price over that same period of time. 4 MR. NOTARGIACOMO: Objection. Asked and 5 answered. 6 A. All I'm saying is that ASP is going down, 7 and there's a distribution of prices that are paid 8 around that, and I haven't done a comparison of -- 9 of that distribution. Whether some of that might be 10 at WAC or the -- an average sale price assumes what 11 you've sold to everybody averaged over the units 12 sold. 13 Q. And so, you're -- sitting here today you 14 wouldn't be surprised to know that there were sales 15 of Zoladex at WAC throughout the class period, is 16 that right? 17 A. I -- I have no opinion -- I -- the -- 18 whatever the dollar amount of the WAC is, it -- it 19 wouldn't surprise me that some providers -- it -- I 20 don't know if it would surprise me or not. I 21 haven't formed an opinion of it -- had purchased 22 that at WAC when WAC was higher than the ASP, and</p>	<p style="text-align: right;">1157</p> <p>1 aware, are you not, that the competitor drug to 2 Zoladex was Lupron? 3 A. I am. 4 Q. And Lupron on the market at that point in 5 time, was a therapeutic competitor to Zoladex? 6 A. That's correct. 7 Q. Okay. And I think your testimony before 8 was that where there's therapeutic competition, 9 that's when the increase in the spreads occur, 10 correct? 11 A. That is certainly a time when we see that. 12 Q. Okay. Do you have -- what is your 13 explanation for the fact that during the years 1991 14 through 1994 when there was a therapeutic competitor 15 to Zoladex, Lupron, that we don't see spreads in -- 16 in excess of your liability threshold? 17 A. Well, I would -- I would want -- like to 18 do a more detailed case study, but looking at this 19 from the level at which we're summarizing this 20 annual aggregate data, and in the -- the context of 21 the Lupron litigation, what certainly is -- became 22 clear in that litigation was that Lupron and Zoladex</p>

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<p style="text-align: right;">1158</p> <p>1 were therapeutic competitors during -- during the 2 '90s, and that Lupron -- '91, '92, '93, '94 -- 3 started to exploit the return to practice and the 4 use of spread to move market share very 5 aggressively. And that behavior was essentially the 6 subject of the sentencing memorandum in 2001 in the 7 plea agreement. 8 And that the documentation that I think is 9 -- also appears in Attachment F here deals with the 10 fact that -- that Zoladex began to lose market share 11 due to Lupron's activities and use of the spread, 12 illegal use of the spread was leading to a loss of 13 market share and that Astra Zeneca had to respond. 14 And if I might just look at the documents 15 that I've cited from -- if I have -- (Witness 16 reviews document.) So, I think -- if you look at 17 Page 11 of Attachment F where it has some of your 18 own internal documents, it talks about the -- the 19 realization and the need to compete on spread and 20 how to start to do that, and that we're seeing data 21 and documents here from '94, '95 that started to be 22 translated into the increased spreads that I find in</p>	<p style="text-align: right;">1160</p> <p>1 Q. So, your best analysis, Doctor, is that 2 Astra Zeneca responded competitively to what TAP was 3 doing in connection with use of the spread, but 4 didn't do so initially, and when they started to do 5 so, that's when you start seeing increase in the 6 spread between AWP and ASP. 7 A. Well, I'm -- I have certainly seen in the 8 Lupron documents the strategic direction to -- to 9 bill for free samples, to increase return to 10 practice, to do a variety of things and not let 11 payers know that this is going on, and I'm seeing 12 less of an initiation of that in the materials that 13 I've -- the discovery materials I've read. But I've 14 seen a realization that that was becoming a 15 strategic issue to AZ overall and that they had to 16 respond in kind and take advantage of that -- that 17 alleged illegal use of return to practice in order 18 just to protect themselves. 19 Q. Turn to the next page, Doctor. It's 20 Attachment G-1-D, which is notes on the Astra Zeneca 21 electronic data calculation. 22 A. Okay.</p>
<p style="text-align: right;">1159</p> <p>1 -- in '95 going forward. So, what this says to me 2 is that the -- there was this -- this -- for 3 whatever reason there was, the strategic decision 4 was not taken immediately, and you were -- and there 5 was a loss of market share, and that was something 6 that was of -- clearly of concern. And that there's 7 clearly descriptions here about profits per month by 8 oncologists on Page 13 and getting at precisely the 9 allegations in this matter. 10 So it seems to me the answer to your 11 question is that -- that in those years it hadn't 12 been clear what precisely TAP was doing and how 13 aggressively they were doing it. And once it became 14 clear, in order to protect yourselves, you had to do 15 the same thing. 16 MR. NOTARGIACOMO: Five-minute warning. 17 We're at 5 of 5. 18 MR. FLYNN: I think if it's okay I may run 19 a couple of minutes over, but I'll finish my 20 examination. 21 MR. NOTARGIACOMO: Give you a few minutes. 22 MR. FLYNN: Okay.</p>	<p style="text-align: right;">1161</p> <p>1 Q. Do you have that in front of you? 2 A. I do. 3 Q. And is that a -- is that a complete and 4 accurate list of the sources of data that you 5 considered and reviewed in rendering your opinions 6 in this case from Astra Zeneca? 7 A. As with all of the data listed here, we 8 had put together as comprehensive a list as we 9 normally ask in matters of this sort to get 10 transactions prices, and I can't recall whether 11 there were any data that we did not receive, but 12 this is what we did receive and were able to -- to 13 analyze. 14 Q. So, for example, at the top, AZ 0682114, 15 Zoladex sales, Zoladex direct and indirect sales, 16 you looked at that database and considered it in 17 rendering your opinions and calculations in this 18 case, right? 19 A. All of these sources -- this list was 20 looked at, and then the data -- the sources of the 21 data that were chosen and used in a standard way 22 that we do and in the way an economist would do it</p>

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<p style="text-align: right;">1162</p> <p>1 are reflected in the descriptions of the data used 2 thereby in G-1-D throughout, and then later in G how 3 we calculate the spreads, it's also -- there are 4 notes there, too. 5 Q. Doctor Hartman, you said several times 6 yesterday and today in response to questions by Mr. 7 Edwards that, in sum or substance, actual contracts, 8 actual transactions are the more important piece of 9 evidence that you consider in your theory of 10 revealed preferences and expectations, correct? 11 MR. NOTARGIACOMO: Objection. 12 A. Certainly what consumers reveal and what 13 they contract for to reimburse and what they're 14 ready to pay tells me more about their overall 15 understanding and how they weight all kinds of noisy 16 information that is in the marketplace. 17 Q. And so, you consider actual transaction 18 prices and contractual terms more important than 19 testimony about someone's expectation at a 20 particular point in time, correct? 21 A. Well if I -- if there's someone -- if 22 there's testimony about -- it's always useful to</p>	<p style="text-align: right;">1164</p> <p>1 MR. NOTARGIACOMO: Objection. 2 A. In the information that I've looked at 3 there's a -- there's a statement of -- there has 4 been a commitment to, look, we're committing to this 5 contract or we're committing to this drug price. 6 So, strategy and based on all the diffuse 7 information is institutionally -- institutionally 8 formalized. 9 Q. Are you familiar with IMS data? 10 A. I am. 11 Q. Okay. And you've asked for it in this 12 case, I take it? 13 A. I've asked for subsets of it, that's 14 right. 15 Q. And you asked for IMS NSP data, National 16 Sales Perspective data, is that right? 17 A. At one time I did, that's right. 18 Q. And you're aware that you received that 19 for Zoladex? 20 A. I forget. As it turned out, we relied on 21 the manufacturer data. 22 Q. Did you -- do you have any recollection of</p>
<p style="text-align: right;">1163</p> <p>1 hear testimony of someone's expectations, but it has 2 to be done carefully to avoid -- there could be 3 hypothetical bias. The way questions are asked in 4 those kind of cases are very important and can lead 5 to biased results. And in a question of -- of 6 expectations in past periods of time, they have to 7 be very careful that people can remember that 8 correctly. 9 Q. And that's why in your opinion 10 transactions in contract terms are more reliable 11 indicators of expectations and preferences, correct? 12 A. Well, it's -- it's why comparator drugs 13 and what they actually did for their pricing as I've 14 done and the kinds of information that I've looked 15 at for my liability yardsticks are more important to 16 me than whether someone says, well, I had this 17 expectation, or I saw one piece of data for one drug 18 in an OIG report. 19 Q. Because there's something tangible about 20 the contract. There's something tangible about the 21 transaction and the prices at which drugs are 22 transacted for, right?</p>	<p style="text-align: right;">1165</p> <p>1 whether you considered the IMS NSP data for any of 2 the drugs in this case? 3 A. The -- the IMS data that we had requested 4 was directed more at the self-administered drugs 5 through the retail channels, and once those -- those 6 classes were eliminated, we focused less on that and 7 went to the manufacturer data. 8 Q. Your testimony is not that you did not 9 request Zoladex NSP data, did you, from IMS? 10 A. No, I'm -- I'm sure we -- we request as 11 much data as we can get. And I know in the process 12 of doing this report we asked for NSP data, and we 13 were continually negotiating with Defendants -- my 14 recollection is I asked the staff. They were 15 saying, well, no, we're not going to give you this 16 but maybe we'll give you this, you know, and there 17 was a time when we had to give up certain data to 18 get the NDTI data. And my recollection was that I - 19 - that I said, well, we have manufacturer data here, 20 so for spread measures, and if Defendants are 21 reluctant to respond to all our IMS requests, I want 22 to get the -- the National Disease and Therapeutic</p>

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<p style="text-align: right;">1166</p> <p>1 Index data, rather than the other data, 'cause 2 that's important for the -- that other part of the 3 analysis to enhance the NAMCS data. 4 Q. But other than that there's no reason that 5 you chose not to rely on IMS data, NSP IMS data? 6 A. The -- for what? Are you -- 7 Q. For anything. You asked for it and you 8 chose in your report not to rely on it, it appears. 9 I'm just wondering if you made any conscious 10 decision in that regard? 11 A. As this unfolded and the analysis was 12 conducted as it was, it was not necessary to make 13 use of it in my opinion. 14 Q. But there was no reason, other than it 15 just became unnecessary, that you chose not to rely 16 on NSP data from IMS, right? 17 A. I felt we -- it didn't -- it didn't help 18 this analysis. So, I didn't add -- add an analysis 19 of that data. 20 MR. FLYNN: That is all the questions I 21 have at this time. 22 MR. NOTARGIACOMO: Well, we're adjourned</p>	<p style="text-align: right;">1168</p> <p>1 Commonwealth of Massachusetts 2 Middlesex, ss. 3 I, P. Jodi Ohnemus, Notary Public in and for the 4 Commonwealth of Massachusetts, do hereby certify that there 5 came before me on the 28th day of February, 2006, the deponent 6 herein, who was duly sworn by me; that the ensuing examination 7 upon oath of the said deponent was reported stenographically 8 by me and transcribed into typewriting under my direction and 9 control; and that the within transcript is a true record of 10 the questions asked and answers given at said deposition. 11 I FURTHER CERTIFY that I am neither attorney nor 12 counsel for, nor related to or employed by any of the parties 13 to the action in which this deposition is taken; and, further, 14 that I am not a relative or employee of any attorney or 15 financially interested in the outcome of the action. 16 IN WITNESS WHEREOF I have hereunto set my hand and 17 affixed my seal of office this 28th day of February, 2006, at 18 Waltham. 19 _____ 20 P. Jodi Ohnemus, RPR, RMR, CRR 21 Notary Public, Commonwealth of Massachusetts 22 My Commission Expires: 4/21/2007</p>
<p style="text-align: right;">1167</p> <p>1 until tomorrow. 2 VIDEO OPERATOR: The time is 5:07. This 3 deposition is suspended. This is the end of 4 Cassette 4. We're off the record. 5 (Deposition recessed at 5:07 p.m.) 6 7 8 9 10 11 _____ 12 RAYMOND S. HARTMAN, Ph.D. 13 Subscribed and sworn to and before me 14 this _____ day of _____, 20____. 15 16 17 _____ 18 Notary Public 19 20 21 22</p>	

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